

Living

APR 7 1944

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FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, APRIL 7, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	OLD FASHION INSPIRES NEW Gowns and accessories from the Easter Parade of 1858 on view in the Trap-hagen School Galleries to contrast fashions of the past with the present, and show how they influence fashions of 1944. Open daily, 9:30 A.M.-9 P.M.; Sat., until 5 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Now Showing	ANTIQUe EXHIBIT An interesting collection of China, furniture, glassware, silver and paintings, resulting from purchase of a Madison Ave. antique shop. Open to public. Publicity: Florence O'Keefe, ST. 9-4700.	JOHN WANAMAKER FASHION STORE	ANTIQUe SHOP 4TH FLOOR
Now Being Planned	RETAIL ADVERTISING COURSES Courses in sales promotion, advertising display, and radio advertising offered by NRDGA at cost of \$50. Purpose: to develop future trained workers in various advertising divisions. Each city will give its own course which is available to any member store or newspaper in the U.S.A., under direction of NRDGA. Subjects include advertising production and mechanics, retail display, and radio advertising. Publicity: Edward Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	CITIES ALL OVER THE COUNTRY
Friday Apr. 7 3:00 P.M.- 4:00 P.M.	LAST LECTURE IN VICTORY GARDEN SERIES Topic of last lecture in garden series, "Gardening as Occupational Therapy." Including a summation of all previous lectures. Second series, beginning Apr. 11, under auspices of American Red Cross, will take up nutrition. Still another, in May, will discuss canning. Public and press invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 5TH FLOOR
Friday Apr. 7 Evening	EASTER BONNET CONTEST The woman wearing prettiest hat will be singled out and presented a War Bond and a "Dache Net-Do" for Easter during Friday evening at El Morocco. Publicity: Chick Farmer, EL. 5-8769.	EL MOROCCO	154 EAST 54TH STREET
Beginning Saturday Apr. 8	FAMOUS McCREERY CLOWNS Four clowns will roam the store beginning Sat. and through the duration of the circus, to amuse children and customers and to make shopping fun. Publicity: Alice Hutton, WI. 7-7000.	JAMES McCREERY & CO.	BIG TOP RESTAURANT & THROUGHOUT STORE
Saturday Apr. 8	OPENING: JAMAICA RACE-TRACK Entire net proceeds of opening day will be turned over to the National War Fund and Red Cross. Other racing associations plan to do likewise. Contact: Dr. Edward Kilroe, Pres., Jockey Club, EL. 5-6146.	METROPOLITAN JOCKEY CLUB	JAMAICA, LONG ISLAND

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>EASTER SUNDAY IN NEW YORK</u>			
Easter Sunday Apr. 9	LATIN-AMERICAN PAGEANT TO AID RED CROSS 8 carriages of beauties in colorful Latin-American costumes will drive down Park and 5th Avenues to "brunch" at Monte Carlo. Entertainment by leading Latin-American artists. Government officials and diplomats will attend. Tickets, \$5 per person. Contact: Press Department, PL. 5-3400.	MONTE CARLO	MADISON AVENUE AT 54TH STREET
Easter Sunday Apr. 9 1:00 P.M. Breakfast	SPECIAL EASTER SUNDAY BREAKFAST Easter Sunday breakfast plus music and dancing. The woman wearing most striking hat will receive a John Frederic's gift certificate for another; the gentleman, similarly chosen, 6 Sulka ties. Cost, \$1.75 plus tax. Publicity: G. M. Mayer, VO. 5-5000.	HOTEL MADISON	15 EAST 58TH STREET
Easter Sunday Apr. 9 4:15 P.M.	EASTER SUNDAY CONCERT A special Easter Sunday Concert by Choir of Church of the Blessed Sacrament, assisted by Waldorf Astoria orchestra. From 12:30 P.M. on, special Easter dinner served in Wedgwood and Sert Rooms at \$6 per person. Publicity: Ted Saucier, EL. 5-3000.	WALDORF ASTORIA HOTEL	PARK AVE. AT 50TH ST. PARK AVE. FOYER

WEEK BEGINNING MONDAY, APRIL 10, 1944

Monday Apr. 10- Apr. 15 11:00 A.M. 3 & 5 P.M.	LAUNCHING OF NEW MOTHER GOOSE BOOK A modern children's book, "New Mother Goose Rhymes," written by Ben Aronin and illustrated by Fridlof Johnson. Its launching will be attended by children, parents and press. Master of Ceremonies, Ed Herlihy; Entertainment by Ireene Wicker, the Singing Lady; also, magicians, cartoonists and harmonica players. Uncle Don will conduct the 5 o'clock show and will broadcast from Gimbel's. Publicity: Doris Bartnett, PE. 6-5100.	GIMBEL BROTHERS	AUDITORIUM 5TH FLOOR
Monday Apr. 10	MARY LEWIS SHOP OPENS Mary Lewis, the wonder girl of the retail field, will open a new 6-story shop, formerly occupied by Grande Maison de Blanc, where she will carry play clothes, sportswear and a full assortment of women's, misses', juniors' and children's wear. By this move, Miss Lewis climbs into the Gold-Coast section of 5th Avenue. Publicity: Rosemary Sheehan, CO. 5-3147.	MARY LEWIS	746 FIFTH AVENUE
Monday Apr. 10 8:30 P.M.	LECTURE IN "BEAUTY AROUND THE CLOCK" SERIES Miss Irene Schiller will outline Mme. Rubinstein's formula for charm, beauty and personality, stressing "harmony" in grooming, refashioning of hair, skin, posture, figure, make-up and choice of clothes. Open to members of Ladies Auxiliary and press. Publicity: Aimee Blaisdell, EL. 5-2100.	HELENA RUBINSTEIN	MASONIC LODGE 135 EAST 70TH ST.
Tuesday Apr. 11 9:00 A.M. Breakfast	PRESS PREVIEW: SPRING AND SUMMER FASHIONS There will be included a few Spring clothes, but the major part of the show will be devoted to mid-summer fashions such as cottons, play clothes, etc. Press strictly by invitation. Publ.: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	CHARLESTON GARDENS 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Apr. 11 12:30 P.M. Luncheon	TALK ON POST-WAR SHANGRI-LA Glenn Griswold, Editor, "Planning", will be guest speaker, who will elaborate on the above provocative title. Members and guests invited. Luncheon, \$1.65. Reservations: Mrs. Mable Blake, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK	BELMONT PLAZA HOTEL 17TH FLOOR
Tuesday Apr. 11 3:30 P.M.	SECOND LECTURE IN VICTORY GARDEN SERIES "Plant Your Garden" is the topic for second in series of Garden lectures. Speaker, Montague Tree, Horticulturist of Brooklyn Botanical Club. A CDVO Victory Garden Booth at entrance, open daily, 2-5 P.M. will register gardens and answer questions. Open to public and press. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Tuesday Apr. 11 4:00 P.M.- May 6	PREVIEW: "DESIGNER- CRAFTSMEN SHOW" Outstanding Designer-Craftsmen will exhibit finished pieces in following crafts: pottery, textiles, carved glass, enamels, bent glass, jewelry, book-bindings, gesso, mosaics and rugs. Exhibit will also show tools, models, diagrams and photographs to initiate laymen into mysteries of craft-work. Open to public, Apr. 12, 10 A.M.-6 P.M. daily. Publ.: Harriet Wright, FL. 3-0839.	SOCIETY OF DESIGNER- CRAFTSMEN	AMERICA HOUSE 485 MADISON AVENUE
Wednesday Apr. 12 10:30 A.M.	"TRICKS FOR TEENS" MEETING & FASHION SHOW A fashion show of early summer clothes to be modeled by teen-age club members. Also a jewelry design contest resulting in the manufacture of the winning design in ceramics. Press, teen-agers and their parents invited. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTEN SHOP 2ND FLOOR
Wednesday Apr. 12 11:00 A.M.- 1:00 P.M.	PRESS PREVIEW: FLOWER PAINTINGS Presented as a Spring Flower Show, Macy's will display flower paintings by a group of young artists fostered by Macy's, including Hilda Feldman, Hans Hoffman, Genevieve Sargent and others. Open to public, April 17th. Publicity: Etta Loughran, CH. 4-2000.	R.H. MACY & CO., INC.	GALLERY OF TOMORROW'S MASTERPIECES
Wednesday Apr. 12 12:15 P.M. Luncheon	ANNUAL AWARDS: BEST "PARENTS'" BOOK This year's winners are Arnold Gisell M.D. and Frances Ilg M.D., collaborators of "Infant and Child in the Culture of Today." Also, Dorothy Canfield Fisher, author of "Our Young Children." Winners will address audience. Attendance by invitation. Contact: Miss Jessup, CA. 5-6810.	PARENTS' MAGAZINE	WALDORF ASTORIA HOTEL ASTOR GALLERY
Wednesday Apr. 12 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER FASHIONS An early preview featuring bathing suits, shorts, sports and play clothes in cottons, rayons and silks. Open to public. Press by invitation. Luncheon a la carte. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Apr. 12 9:00 P.M.	TALK BY SOL VOGEL Fur industry members and press invited to hear Sol Vogel, fur designer and others speak on subjects pertinent to the industry. Contact: RMFA, VO. 5-7577.	N.Y. DIVISION, RETAIL MANUFACTURING FURRIERS	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Apr. 12 Thursday Apr. 13	EXHIBIT: PETER HUNT'S NEW-FROM-OLD FURNITURE New, ingenious and easy-to-do designs created for Du Pont by Peter Hunt of Provincetown. Mr. Hunt will explain furniture transformation problems and demonstrate his technique of creating quaint peasant figures and other decorative motifs. Open 11 A.M.-6 P.M. Press by invitation. Contact: Jane S. Davis, Du Pont Public Relations, ME. 3-6400.	DU PONT COMPANY, FINISHES DIVISION	SHERRY NETHERLAND HOTEL SUITE 7B
Thursday Apr. 13 11:00 A.M.	THURSDAY MORNING FASHION LECTURES This Thursday morning fashion lecture will be given by Kathryn Maillefert, Butterick Stylist, who will conduct a "Spring Fashion Forum." The following Thursday, April 20, "Mother and Daughter Fashions" by Marguerite Herzog, McCall's Fabric Coordinator; and Thursday, April 27, "A Foundation Dress" by Virginia Carter, Dir., Macy's Fabric Center. Press and public invited. Contact: Dorothy De Groat, CH. 4-2000.	R. H. MACY & CO., INC.	DRESSMAKING CENTER 6TH FLOOR
Thursday Apr. 13 12:30 P.M. Luncheon	FASHION GROUP TALK ON SOUTH AMERICA Just returned from a 2 months' tour of South America, Mrs. Ovitte will give her impressions of the fashion industry there. Luncheon, \$1.75, including tip. Members may bring 2 guests. Reservations close April 12. Contact: The Fashion Group, CI. 7-1734.	MRS. WINIFRED J. OVITTE, WOMEN'S WEAR DAILY	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
Thursday Apr. 13 1:00 P.M.	AFTER EASTER FASHIONS Custom-made and ready-to-wear costumes featuring "bare facts" in summer fashions and brilliant prints with colorful toppers. Open to public. Press by invitation. Luncheon, \$2. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Plaza Publicity: Alma Zaiss, PL. 3-1740.	SALLY MILGRIM (6 WEST 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
Thursday Apr. 13- Apr. 14 2:00 P.M.- 3:45 P.M.	SLIP COVER CLINIC A coordinated McCall Patterns and Bamberger clinic to teach women how to make slip covers. Mildred Kitlin will be on hand to show how and to answer questions. Press and public invited. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	UPHOLSTERY DEPT. 6TH FLOOR
Thursday Apr. 13 2:30 P.M.	KAY DUNHILL FASHION SHOW This will be a cotton dress show featuring the young lively styles for which this nationally known designer is famous. Press and public invited. Publicity: Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON	KAY DUNHILL SHOP 2ND FLOOR
Beginning Apr. 13 7:30 P.M.- 8:30 P.M.	COURSE IN PROPER SPEECH Opening of new classes under the direction of Henry Steigner, with special emphasis on training in effective speech, poise, and confidence as an asset to careers in fashion. Course begins April 13, and lectures will be given every Thurs., 7:30-8:30 P.M. Cost, \$7.50 for 10 lectures. For further information, contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Friday Apr. 14 1:00 P.M. Luncheon	NEW FASHIONS FOR SUMMER Summer suits, day-time dresses, afternoon and evening gowns with ensembled hats shown by this fashion and millinery pair. Open to public. Press by invitation. Luncheon from \$2. Publ.: Mary Alice Rice, RE. 4-5900.	MARTHA LEVINE & ROSE SAPHIRE (501 MADISON)	PIERRE HOTEL COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Apr. 14 3:15 P.M.	COOKING SCHOOL REOPENS An economical and sensible approach to cooking will be given by Elsa Steinberger, lecturer from the Brooklyn Union Gas Co. Press and public invited. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Saturday Apr. 15 4:00 P.M.	SIMPLICITY PATTERN FASHION SHOW A helpful showing giving young girls instruction on how to dress smartly, make their own clothes, and groom themselves. Miss Finley, of Simplicity Patterns, will address the group. Open to public and press. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	RESTAURANT 10TH FLOOR
Saturday Apr. 15	SPECIAL SECTION ON LOS ANGELES MARKET	MAY ISSUE THE WOMEN'S REPORTER	EMPIRE STATE BUILDING
Sunday Apr. 16- Apr. 19	EXHIBIT OF FALL SHOE LINE St. Louis representatives and the N.Y. Shoe Market will join in providing the retail shoe industry with a concentrated Fall Market Week. This will enable quality firms to present a full-lined display of better shoes and also establish shoe styles for the entire country. More information on the schedule for the Fall Market Week are enclosed.	ST. LOUIS SHOE MA AND NEW ENGLAND SHOE & LEATHER ASSOCIATION	McALPIN HOTEL BROADWAY AT 34TH ST.
Monday Apr. 17 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON Summer play clothes, town and country dresses, and suits together with hats by Chez Rosette specially created for summer wear. Largely, these are informal, casual fashions. Open to public. Press by invitation. Luncheon from \$1.85. Chez Rosette Publicity: Mrs. Pleasants Pennington, PL. 8-2460. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	CHEZ ROSETTE (10 E. 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Apr. 17	COLLEGE GIRLS VOTE ON FASHIONS 24 stores all over the country are sending 1 college girl apiece to vote on dresses to keep in the fall line of Minx-Modes, a Jr. Miss house in St. Louis. Only such styles as receive a 2/3 vote will be retained in the line. Saks 34th St. will be represented by Miss Janet Stevenson of Barnard College. Saks 34th St. Publicity: Florence Epstein, LA. 4-7000.	MINX-MODES representatives - not all stores	225 LOCUST STREET ST. LOUIS, MISSOURI
Tuesday Apr. 18 12:30 P.M. Luncheon	FALL SHOE STYLE WEEK LUNCHEON An important luncheon, forecasting style and availability of shoe materials. A "must" attendance for fashionists. To give program variety, speakers will include Grover Whalen; Drew Pearson; Eleanor Montgomery, Vogue; Esther Lyman, Harper's Bazaar, and Alice Richardson, Mademoiselle. Press strictly by invitation. Publicity: Viola Shefer, PL. 3-2117.	NATIONAL SHOE FABRIC ASSOCIATION	McALPIN HOTEL GRAND BALLROOM
Tuesday Apr. 18 1:00 P.M. Luncheon	BRIDAL TROUSSEAUX AND LINENS FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Commentaries, Mary Alice Rice. Publicity: Marion Morrison, PL. 3-4600.	EMMA A. MALOOF (444 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Apr. 18 4:00 P.M.	FASHION SHOW AND AWARDS Junior WINS winners of \$100 War Bond prizes and 3-day trips to N.Y., for fashions created through local contests nationally conducted, will receive final awards during fashion show presentation. Press by invitation. Publicity: Kathleen Barker, LE. 2-4455.	LADIES HOME JOURNAL & NAT'L NEEDLECRAFT BUREAU	PIERRE HOTEL BALLROOM

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Tuesday Apr. 18 4:00 P.M.- 8:00 P.M.	FASHION SHOW AND ENTERTAINMENT An entertainment program plus a fashion show under French auspices, with proceeds given to the Red Cross will be held on Tues. at the Boué Soeurs shop. Patronesses include notables of the smart French society colony in N. Y. Open to public and press. Tickets, \$2.50, obtainable from: Mrs. Jean Des Vignes, 400 East 52nd St.	BOUÉ SOEURS DE PARIS AND FRENCH ARTISTS	SALON 9 EAST 54TH STREET
Tuesday Apr. 18 6:00 P.M.	DISCUSSION: WHAT TEEN-AGE GIRLS WANT IN CLOTHES Plus a teen-age Back-to-School Fashion Show; live models against a musical setting. Mfrs. and press invited. Contact: Dorothy Stote, MU. 3-3800.	INFANTS' & CHILDREN'S WEAR BUYERS ASSN.	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Tuesday Apr. 18	OPENING CAMPAIGN OF GREATER NEW YORK FUND <i>inaugurating the</i> Retailers, promotion and window display directors <i>will be having a dinner at the Waldorf Astor</i> fund-raising campaign of the Greater N.Y. Fund. Stores plan to coordinate their windows, advertising and interiors for this city-wide fund drive. For further information, Contact: Greater New York Fund, LO. 3-3000.	NEW YORK RETAILERS	NEW YORK DEPARTMENT STORES
Wednesday Apr. 19 12:30 P.M. Luncheon	TALK: EFFECT OF WAR ON HOME FURNISHINGS "How Will War-Learned Lessons Affect Post War Merchandise, Promotion and Distribution in Home Furnishings?" This question will be answered by Arthur Hirose, Director, Market Research and Promotion, McCalls. Open to members and guests. Luncheon, \$1.65, including tip. Reservations close Tues., Apr. 18. Contact: The Fashion Group, Inc., CI. 7-1734.	THE FASHION GROUP, INC. HOME FURNISHINGS DIV.	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
Wednesday Apr. 19 1:00 P.M. Luncheon	FASHION SHOW BY LYOLENE A collection of Lyolene's late spring and early summer ready-to-wear and custom-made originals. Specially featured are skirts worn with a variety of dinner blouses. Commentaries, Mary Alice Rice. Open to public. Press by invitation. Luncheon a la carte. Contact: Mrs. Potter, PL. 3-1085. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	MME. ET LA JEUNE FILLE (30 EAST 54TH STREET)	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Apr. 20 12:30 P.M. Luncheon	ANNUAL AMERICAN DESIGN AWARDS For the 7th time, Lord & Taylor is awarding industrial design prizes to four outstanding American designers who have contributed imagination and skill to the improvement of the American way of life. Awards are \$1000 each. Names of the winners will be announced at the luncheon. Speaker, Thomas Parran, Surgeon General, U. S. Public Health Office, presided over by Walter Hoving, Pres., Lord & Taylor. Publ.: Ruth Hammer, WI. 7-3300.	LORD & TAYLOR	WALDORF ASTORIA HOTEL GRAND BALLROOM
Thursday Apr. 20 1:00 P.M. Luncheon	SPRING-INTO-SUMMER FASHION SHOW Emphasizing custom-made originals in lovely foulards and chiffons which are in order just after Easter. All-day-wear and evening dresses with separate wraps. Open to public. Press by invitation. Luncheon, \$2. Publicity: Alma Zaiss, PL. 3-1740.	FARQUHARSON & WHEELLOCK (23 WEST 57TH STREET)	PLAZA HOTEL PERSIAN ROOM
Thursday Apr. 20 5:00 P.M.- 7:30 P.M.	COCKTAIL PARTY AND FASHION SHOW This shop is a clearing house whose sales help support 15 day nurseries and children's aid charities, all of whom will share in the proceeds of this	NEARLY NEW SHOP (917 8TH AVENUE)	PIERRE HOTEL GRAND BALLROOM

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
cocktail party and fashion pageant whose theme is, "May Time In Gotham". Jewels and orchids will be starred. Hats and costumes by leading N. Y. creators. Directed by June Hamilton Rhodes, Bureau of Fashion Trends. Tickets, \$1.25 obtainable from Mrs. Herman Hoops, 830 Park Avenue. For further information, Contact: Mrs. Ralph West Robey, CI. 7-0039.			
Thursday Apr. 20- Apr. 21	ANNUAL CONFERENCE: HOSIERY INDUSTRY Large attendance expected at the 1944 Hosiery Industry conference, Included will be discussions of topics of vital interest to hosiery dealers, such as yarn situation, OPA rulings, taxes, manpower problems, post-war problems, etc. Manufacturers invited. Contact: Mrs. Jellamy, MU. 4-5412.	NATIONAL ASSOCIATION OF HOSIERY MANUFACTURERS	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Friday Apr. 21 7:30 P.M.	ANNUAL RED, WHITE AND BLUE FETE The 1944 War crop of debutantes will help society leaders in this mammoth benefit fete, to raise funds for the Soldiers and Sailors Club of N. Y. A fashion show will be held between 7:30-8:30 P.M. in the Crystal Gardens, with fashions by Harry Collins. Chairman, Mrs. John A. Morris. Publicity: Marion Morrison, PL. 3-4600.	SOLDIERS AND SAILORS CLUB	RITZ CARLTON HOTEL BALLROOM
Monday Apr. 24- Apr. 26 12:00 P.M. Luncheon	THREE LUNCHEON- FASHION SHOWS A 3-day millinery presentation will show 30 hats at each session, angled for the public and trade. 1st day's attraction, model hats by Florence Reichman, Laddie Northridge and Peg Fischer; 2nd day, Millinery Creators Guild will show models by its 8 members; and the 3rd day will be climaxed by MFI hats... Lily Dache, John-Fredericks and Sally Victor. Maud Moody, Millinery Editor, Women's Wear will commentate each of the sessions. Public, Mfrs. and Press invited. Contact: Miss Evelyn, CH. 4-6547.	MILLINERY FASHION BUREAU	MONTE CARLO RESTAURANT 51 EAST 54TH STREET
Beginning Monday Apr. 24	SCHOOL FOR HOUSEWIVES To give N.Y. housewives help in war-time cooking, courses will be given afternoons and evenings on Mondays, Tuesdays, and Wednesdays, free of charge, under N.Y. State auspices. Advance registration accepted at once at School for Housewives, Room 97, Mirray Hill Hotel, 112 Park Ave.	NEW YORK STATE EMER- GENCY COMMISSION	AMERICAN COMMON 40 EAST 40TH STREET
Thursday Apr. 20 12:30 P.M. Luncheon	PUBLICISTS' BI-MONTHLY LUNCHEON MEETING Speaker to be announced. Open to members and friends. Luncheon, \$1.50. Publicity: Uriel Davis, CI. 7-6161. - <i>Publicity & Public relations from</i>	PUBLICITY CLUB OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR
Thursday Apr. 27 5:00 P.M.- 7:30 P.M.	A SPORTIN' LIFE COCKTAIL PARTY A novelty cocktail party to mark the first anniversary of Seaglow Fabrics and to introduce a series of sun-up fashions made from these fabrics by leading sportswear designers. Trade and press by invitation. Publicity: Elaine Cramer, Ann R. Silver Associates, MU. 2-8633.	SEAGLOW FABRICS CORP.	SHOWROOM 1450 BROADWAY <i>Sutera</i> <i>Blawars</i> <i>Sachavans</i>
Monday May 1 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW OF HAIR STYLES The newest coiffures launched by the increasingly popular John Hall who makes a specialty of creating hair styles that go well with the new summer hats. Open to public. Press by invitation. Luncheon from \$1.85. Commentator and Publicist: A. Gail, CI. 7-6432. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	JOHN HALL (26 E. 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM

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Monday May 1	NEW SHOE STAMP IN EFFECT Stamp #18 in Book 1, will be terminated on April 30th, and a new one becomes valid. Airplane stamp in War Ration Book 3 will be good indefinitely for one pair of shoes. The market feels that this new shoe stamp will stimulate shoe business.	O.P.A. ORDER	ALL OVER THE COUNTRY
Monday May 1	DAILY TELEGRAPHIC MER- CHANDISE SERVICE To speed up the receipt of important trade news, Fairchild Publications will make available to all cities west of Chicago, within over-night mail reach, a new daily telegraphic bulletin service, called Fairchild's News-wires. Its coverage is in the apparel, home-furnishings and related fields, Mon.-Fri. Subscription, \$10 a month; \$100 a year. Contact: Mr. Louis Fairchild, Fairchild Publications, AL. 4-5252.	FAIRCHILD PUBLICATIONS	MIDDLE WEST
Monday May 1- May 6	NATIONAL POSTURE WEEK Display managers throughout the country are putting in patriotic windows, the best to receive \$5000 in War Bond prizes. For further information, contact: Samuel Higby, MU. 3-9454.	S. H. CAMP COMPANY	200 MADISON AVE., N.Y. & JACKSON, MICHIGAN
Tuesday May 2 Afternoon	PRESS PREVIEW; PARIS FASHIONS BETWEEN WARS Fashions between 1918-1936 seen in color sketches of famous couturier clothes from a collection of 5000 sketches bequeathed to the Museum by G. J. Oppenheim of Jay Thorpe. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. BALCONY
Thursday May 4	SUMMER SEWING FASHION SHOW Presented at 12:30, 2:30, 4:30, 6:30 P. M., this show will feature Advance Patterns of cotton play clothes and dresses of interest to home sewers. Press and public invited. Contact: Dorothy De Groat, CH. 4-2000.	R. H. MACY & CO. INC.	DRESSMAKING CENTER 6TH FLOOR
Beginning Friday May 5- Jan., '45	COURSE IN ADVANCED METEOROLOGY Sponsored by U. S. Weather Bureau, this course is free for women who have had 2 years of college, including physics, and mathematics through calculus. Completion of course entitles graduates to civil service employment with the Weather Bureau; salaries up to \$2400. a year. Refresher course for those accepted for admission begins Apr. 5th. Apply in writing, Room H, Dept. of Meteorology, College of Engineering, N.Y. University Heights, N.Y.	NEW YORK UNIVERSITY COLLEGE OF ENGINEERING	UNIVERSITY HEIGHTS NEW YORK
Saturday May 6	ANNUAL RECEPTION AND DINNER Guest of honor at the 45th anniversary of the National Jewish Hospital at Denver, will be Reagen P. Connally, Pres. Interstate Department Stores and recently resigned head of the Consumer Division of the OPA. This widely attended charity affair always draws the most important New York retailers and manufacturers. Tickets, \$50 per couple, obtainable Nat'l Jewish Hospital, 19 West 44th St. Contact: Mr. Houtz, VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Monday May 8 1:00 P.M. Luncheon	COTTON FASHIONS AT LUNCHEON Special cotton costumes and play clothes will be featured, emphasizing year-round uses of cottons, during this first St. Regis Roof-luncheon of	FRANKLIN SIMON	ST. REGIS HOTEL ROOF GARDEN

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
the season. Open to public. Press by invitation. Luncheon from \$1.85. Franklin Simon Publicity: Mildred Kaldor, WI. 7-9600. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.			
Monday May 8 5:00 P.M.- 7:00 P.M.	ANNUAL GRADUATION FASHION SHOW & TEA The students of this fashion career school always plan their own graduation fashion show as an example of showmanship, part of their school instruction. Attendance by invitation only. Publicity: Rosemary Sheehan, CO. 5-3147.	TOBÉ COBURN SCHOOL FOR FASHION CAREERS	RITZ CARLTON HOTEL OVAL ROOM
Tuesday May 9 1:00 P.M. Luncheon	BRIDAL GIFTS FASHION SHOW Gift silver and china are tied in with the Bridal fashion theme at this luncheon. Open to public. Press by invitation. Luncheon a la carte. Jensen Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Publicity: Marion Morrison, PL. 3-4600.	GEORG JENSEN	RITZ CARLTON HOTEL OVAL ROOM
Tuesday May 9 4:45 P.M.	HAIR FASHION PREVIEW New summer and fall fashions for hair, with many new coiffure twists for summer-sports and fall-dress-up occasions. Press by invitation. Contact: Bernord Az Guro, WI. 2-1692. Waldorf Publicity: Ted Saucier, EL. 5-3000.	BERNORD AZ GURO	WALDORF ASTORIA HOTEL CARPENTER SUITE
May 14	MOTHER'S DAY (Sunday)		
Monday May 15 1:00 P.M. Luncheon	MID-SUMMER STYLE SHOW Charming town and country styles expressed in chiffon, foulards, embroidered muslin, etc. Open to public. Press by invitation. Luncheon from \$1.85. Publicity: Mary Alice Rice, PL. 3-4500.	FARQUHARSON & WHELOCK (23 WEST 57TH STREET)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday May 16 1:00 P.M. Luncheon	WHAT THE THREE WAR BRIDES SHOULD WEAR To the tune of "3 Little Sisters", Jay Thorpe will present a fashion show featuring the bridal and trousseaux outfits of three girls, one marrying a soldier, one marrying a sailor, and one a marine. Fashions from Jay Thorpe's Smart Set Shop. Dorothy Gray will demonstrate 10 Beauty rules for Brides. Open to public. Press by invitation. Luncheon a la carte. Jay Thorpe Publ.: Murrow McCurnin, CI. 7-4300. Ritz: Marion Morrison, PL. 3-4600.	JAY THORPE AND DOROTHY GRAY	RITZ CARLTON HOTEL OVAL ROOM

Beginning Monday June 5	FALL SPORTSWEAR LINES OPEN Members of the Sportswear Guild who will show their lines include: Adler & Adler; Davidow; David M. Goodstein; Kane-Weill; Mutual-Rosenbloom; Charles W. Nudelman; Zoltan Rosenberg; Sport-Craft; and Star-Maid Dresses.	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
Beginning Monday June 5	OPENING FALL LINES Guild members who will show their lines include: Hansen Bang; William Bass Dresses; Anthony Blotta; Capri Frocks; Carlye Dresses; Deitsch, Wersba & Coppola; Fox-Brownie; Ed Gerrick; A. Goodman; Fred Greenberg Dresses; Joseph Halpert; Horwitz & Duberman; Junior League Frocks; International Dresses; Kaplan & Grabois; Samuel Kass; La Rue Dresses; David Leonard & Levine; Mary Lee; Parnis-Levinson; Ben Reig; C. H. D. Robbins; Martin Simon; Herbert Sondheim; Suzanne-Augustine; and Zuckerman & Kraus. Contact: Leonard Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Friday....PREMIERE: "UNCERTAIN GLORY" (Movie) STRAND THEATRE, BROADWAY AT 47TH STREET
 Apr. 7 A Warner Bros. film starring Errol Flynn, Jean Sullivan and Paul Lukas. An adventure vehicle about Free French, ending in heroism, of course, for Errol Flynn. Publicity: Eve Siegel, CI. 6-1000.
- Beginning..LAST OPERAS FOR SEASON METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
 Friday 1:00 P.M., "Parsifal"; Sat., Apr. 8, 2:00 P.M., Puccini's "Tosca"; Sat.,
 Apr. 7 Apr. 8, 7:30 P.M., last in the Sat. Evening Ring Cycle, Wagner's "Goetter-daemmerung." Publicity: Constance Hope, PL. 3-3390.
- Wed* Saturday...PREMIERE: "KNICKERBOCKER HOLIDAY" (Movie) VICTORIA THEATRE, B'WAY AT 46TH ST.
 Apr. 14 A United Artist's musical comedy starring Charles Coburn, Constance Dowling and Nelson Eddy in an early Manhattan-setting movie. Costumes, Walter Plunkett. Publicity: Arthur Jeffrey, BR. 9-7300.
- Sunday....PREMIERE: "LOST ANGEL" (Movie) CRITERION THEATRE, 1514 BROADWAY
 Apr. 9 A Metro-Goldwyn Mayer modern comedy with Margaret O'Brien, a child, in the leading role; Robert Young and James Craig, supporting players. Costumes, Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Sunday....OPENING: "BALLET THEATRE" METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST
 Apr. 9 Hurok launches a four-week spring season of the ballet beginning Sunday, April 9th. The first performance of "Tally-Ho", by Agnes de Mille takes place on April 11. Another world premiere, "Fancy Free", the jive ballet with new score by Leonard Bernstein takes place on April 18. Sir Thomas Beecham will conduct the series starting April 13. Future programs will be listed. Publicity: Gerald Goode, PL. 3-0820.
- Sunday....OPENING: "BALLET RUSSE DE MONTE CARLO", CITY CENTER, 130 WEST 56TH STREET
 Apr. 9 Sun., Apr. 9, evening, "Sylphides"; Mon., April 10, "Etude"; Tues., Apr. 11, "Swan Lake"; Wed., Apr. 12, "Chopin Concerto", "Scheherazade"; Thurs., Apr. 13, "Etude"; Fri., Apr. 14, "Serenade"; Sat., Apr. 15, Matinee, "Sylphides"; Evening, "Snow Maiden"; Sun., Apr. 16, Matinee, "Snow Maiden" and "Prince Igor"; Evening, "Ancient Russia" and "Scheherazade". Publicity: Jean Dalrymple, MU. 5-3114.
- Tuesday....OPENING: "BUT NOT GOODBYE" 48TH ST. THEATRE, 137 WEST 48TH STREET
 Apr. 11 This is not a farewell to the theatre by Michael Todd who is soon to enter
 8:40 P.M. the Navy. He wishes it known that his representatives will continue to produce for him until his return. Publicity: Bernard Simon, LO. 5-2641.
- Wednesday..OPENING: "THE SEARCHING WIND" FULTON THEATRE, 210 WEST 46TH STREET
 Apr. 12 This is a new Lillian Hellman play, produced by Herman Shumlin with Cornelia Otis Skinner, Dudley Digges and Barbara O'Neill in the cast. Costumes, Aileen Bernstein. Publicity: Richard Maney, WI. 7-6939.
- Wednesday..2ND IN SERIES, WED. LECTURES TOWN HALL, 123 WEST 43RD STREET
 Apr. 12 In this series to keep the public abreast of events at home and abroad,
→ ~~Fulton Lewis Jr. will talk on Apr. 12; Ernest K. Lindley, Apr. 19; and Anne O'Hare McCormick, Apr. 26.~~ For tickets, contact: Lecture Division, Town Hall, 123 West 43rd Street.
- Thursday...PREMIERE: "BROADWAY RHYTHM" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
 Apr. 13 An MGM technicolor, musical movie starring George Murphy and Ginny Simms. Costumes, Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Friday....PREMIERE: "UP IN MABEL'S ROOM" (Movie) GOTHAM THEATRE, B'WAY AT 47TH ST.
 Apr. 21 A United Artist's farce comedy starring Gail Patrick, Dennis O'Keefe, Mischa Auer, and Binnie Barnes. Costumes, Kay Wilson. Publicity: Arthur Jeffrey, BR. 9-7300.
- Monday....OPENING: "HELEN GOES TO TROY" ALVIN THEATRE, 250 WEST 52ND STREET
 Apr. 24 A new opera production by Max Reinhardt under the direction of Yolanda Mero-Irion, based on "La Belle Helene." Costumes, Ladis Czettol. Publicity: James D. Proctor, WI. 7-1093.